

Adams County
Quit Line Data Summary
July 1 - September 30, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 2	N = 3,906
Percent of Statewide Calls	0.06%	100.0%
Percent of State Population in County¹	0.3%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N =	N = 3,543
Female	*	61.4%
Male	*	38.6%
Race/Ethnicity	N =	N = 2,967
People of Color	*	15.6%
White	*	84.4%
Age	N =	N = 3,091
Less than 18 years old	*	2.0%
18 - 24 years old	*	14.9%
25 - 34 years old	*	22.9%
35 - 44 years old	*	25.8%
45 years and older	*	34.3%
Education	N =	N = 3,038
Did not graduate high school	*	16.6%
High school graduate	*	31.8%
Some college/vocational school	*	38.6%
College graduate	*	13.0%
Caller Type	N =	N = 3,409
General Information	*	13.2%
Health care provider	*	2.9%
Tobacco user	*	83.9%
Payer Type	N =	N = 2,235
Insured	*	43.4%
Uninsured	*	23.8%
Medicaid	*	32.7%
Heard About	N =	N = 2,881
Past caller	*	17.4%
Employer/worksites	*	0.7%
Health care provider	*	19.6%
Television	*	23.9%
Outdoor advertisement (billboard/bus/wall)	*	7.0%
Targeted mailing	*	0.6%
Great Start	*	0.3%
Radio	*	1.9%
Newspaper/Magazine	*	1.1%
Brochure/Newsletter	*	4.9%
Family or friend	*	18.8%
Health Department	*	3.0%
School	*	0.6%